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OCT 13 1924

Title Page.

"Fast and Furious" ✓

A Photoplay in 2 reels. ✓

Author of Photoplay Sultan Comedies Inc. U S A.

P R E S S S H E E T

MERMAID COMEDIES

OCT 13 1924

©CLL 20650

**"FAST AND
FURIOUS"**



With

Lige Conley

Directed by Norman Taurog



EDUCATIONAL FILM EXCHANGES, Inc.

MADE IN U. S. A.

883

LIGE CONLEY IN A SUPER-SPEED COMEDY, FAST ACTION AND THRILLS

"Fast and Furious" Full of Clever Comedy and Breath-Taking Situations

We know you've seen good comedies before, BUT—

In all your born days you've never seen such a combination of fast and furious fun, clever gags, breath-taking thrills, spills and chills as you'll see in this Educational-Mermaid Comedy, "Fast and Furious."

Lige Conley, "The Speed Boy of Comedy," was never speedier than in these two reels of fast action and comedy. Motorcycles, racing automobiles and speeding trains try to keep up with Lige and the only way they stop him is by smashing up his flivver in one of the most thrilling auto and train crashes ever shown in comedy. If your patrons have any breath left after laughing at what comes before, they'll certainly gasp when they see this mighty smash and hair-breadth escape.

Pretty Ruth Hiatt, Otto Fries, "Moonlight," the funny colored boy and other familiar Mermaid comedians with Conley, under the direction of Norman Taurog have certainly prepared a package of one hundred per cent comedy entertainment for your patrons. Tell them to come early and avoid the rush.

The Story

Lige is a clerk in a department store. Everything he does goes wrong. When he tries to demonstrate a patent pancake flour the cakes are so heavy they fall through the floor. He is then put to work in the stock room stacking dishes. He smashes all the stock and is about to be fired when fortune favors him for once.

Otto, the manager, plans a big hold-up and when the proprietor starts for the bank with the day's receipts Otto and his pals make away with the cash. Ruth, the owner's daughter, sees the hold-up and calls for help. Lige starts in pursuit of the fleeing bandits on a motorcycle with Spencer, the colored janitor, driving. A bump jars Spencer off and Lige tears down the street on the handlebars, dodging trucks, traffic and sudden death every yard. He arrives at the station just in time to see the crooks depart on a freight train.

Lige jumps into a flivver, overtakes the train and stopping his car on a crossing, signals frantically to the engineer to stop but the train crashes through the flivver with Lige making a desperate leap for safety.

Lige and Spencer follow the train on a hand-car. Lige jumps on the train and gets the money and starts down the train with the gang after him. A low bridge nearly takes off his head but he keeps on going.

Our hero beats the crooks off of the train and makes a dive for an open doorway and the crooks follow. The door is the entrance to the police patrol and before the crooks realize what has happened, they are on their way to the station and Lige is a hero.



LIGE CONLEY
IN
EDUCATIONAL-MERMAID
COMEDIES.

For Electro Order No. 3387-E
For Mat (Free) Order No. 3387-M

WHAT OTHERS SAY About Recent Mermaid Comedies

"Family Life — (Educational-Mermaid) An excellent comedy that had a crowded house roaring. Don't fail to mention a knockout comedy when you have this coming on your program for it is nothing less."—C. L. Smith, Victoria Theatre, Winnfield, La.

WHO'S WHO in

"Fast and Furious"

Lige LIGE CONLEY
Otto Otto Fries
The Girl Ruth Hiatt
Spencer Spencer Bell
The Proprietor John Rand

Directed by Norman Taurog

EXPLOITATION

When your program includes a Mermaid Comedy you have an added attraction on your bill as well as a crackerjack entertainment item.

Mermaid Comedies have drawing power. They have been nationally advertised for years in the Saturday Evening Post and their name and the Educational Trade Mark are known to practically everyone who passes by your theatre.

The lobby display and posters on Educational Short Subjects in front of your theatre will enable you to profit by this national advertising. Use plenty of these accessories and tie up your show with a nationally advertised product.

Do not neglect to make use of the publicity cuts or mats illustrated in this press sheet, or the publicity stories printed on these pages. Send them to your newspaper with your advertising copy. Used in the columns of your local paper they are valuable publicity to your showing and to your theatre.

PARAGRAPHS For Your Program

In addition to the feature—"Fast and Furious," the funniest comedy in months.

* * *

Added attraction—Lige Conley in his new Educational-Mermaid Comedy, "Fast and Furious."

* * *

Two reels of the fastest kind of fun. Lige Conley in "Fast and Furious," a side-splitting Mermaid Comedy.

* * *

The fun is fast and furious in "Fast and Furious," the new Educational-Mermaid Comedy with Lige Conley.

* * *

Don't miss seeing "Fast and Furious," the high-speed, fast-action Mermaid Comedy with Lige Conley.

CLEVER FUN AND THRILLS GALORE IN NEW COMEDY

"Fast and Furious" Has Speed, Laughs and Action to Spare

(Newspaper review for use after showing of picture)

Patrons of the Theatre last night were treated to more than their share of breath-taking thrills and side-splitting spasms of laughter when Lige Conley's latest Educational-Mermaid Comedy, "Fast and Furious" held its half-hour on the screen.

"Fast and Furious" apparently gets its name from the speed and action in the picture for when it gets under way the title describes the tempo of the comedy exactly. Everything from a motorcycle to an express train is used to get speed and thrills into the picture and the result is two reels of sizzling fun.

Lige Conley is seen as a grocery clerk who tries to foil a robbery. The bandits escape in an auto and Lige pursues on a motorcycle with a colored janitor driving. The driver is jarred off and Lige continues after them on the handlebars, dodging trucks, traffic and sudden death in an amazing manner.

The crooks get aboard a freight train and Lige still pursues them in a flivver which is soon wrecked in one of the most spectacular auto-train smashes ever seen on the screen. Conley is actually in the car when the train hits it, but leaps to safety. He again pursues on a handcar and is successful in recovering the loot and jailing the bandits.

Ruth Hiatt, Otto Fries and "Moonlight," the colored boy, are seen in support under the direction of Norman Taurog.

LIGE CONLEY IN SPEEDY MERMAID

(Newspaper review for use after showing of picture)

Lige Conley, Educational-Mermaid star and known as the "Speed Boy of Comedy" is seen at the Theatre in "Fast and Furious," his latest two-reel Mermaid Comedy and it certainly is fast and furious.

The picture gets its title from the speed of the action. There are plenty of thrills in the comedy, one of the principal ones being a collision between a flivver and a speeding train, with Conley standing in the machine. Several other thrills and clever situations make this comedy one of the best that has appeared in some time.

COMEDIAN RISKS LIFE AND LIMB IN MAKING FAST ACTION COMEDY



LIGE CONLEY

in a scene from

"FAST AND FURIOUS"

For Electro Order No. 3388-E

For Mat (Free) Order No. 3388-M

DUSKY COMEDIAN CAN'T HELP IT

(Prepared as advance publicity story)

Spencer Bell, colored comedian with Educational-Mermaid Comedies, never CAN get accustomed to some of the things fast-action comedies demand of the comedians.

For instance, Spencer betrayed signs of nervousness when director Norman Taurog directed that Spencer allow himself to be tied to the rails in front of an onrushing express train for a scene for the Mermaid Comedy, "Fast and Furious," starring Lige Conley, which will be at the Theatre

"Ah jes' can't help it, Boss," Spencer said to Taurog when the director chided the dusky comedian when Spencer remonstrated against lying on the rails while the big mountain engine thundered down on top of him. "Ah knows that that switch is SUPPOSED to be turned so de engine won't run ovah me, but Ah jes' can't help imaginin' what 'ud happen to me if the switch WASN'T turned!"

Comedy Making a Great Life If You Can Stand It

(Prepared as advance publicity story)

How would you like to—
Stand in an automobile while a locomotive rushed down upon you and smashed the car from under your feet—

Be bound to the tracks while the engine thundered at you full speed—

Jump from a hand car to a speeding express train or

Run along the tops of the cars just keeping away from the bottom of a tunnel into which the train was entering?

Perhaps the above would not appeal to you as your idea of the simple life, but it is a fair sample of the things that the modern comedian is called upon to do in the making of a comedy such as "Fast and Furious," the two-reel Educational-Mermaid Comedy which will be the comedy attraction at the Theatre

Lige Conley did all these things in the picture, besides a few simple things like riding pell-mell down the street riding the handle-bars of a motorcycle without a driver, while he dodged trucks, traffic and sudden death almost every foot. It's a great life—if you can stand it.

REAL COLLISION IN NEW COMEDY

(Prepared as advance publicity story)

What is claimed to be one of the most realistic auto-and-train collisions ever put in motion pictures will be seen in "Fast and Furious," the new Educational-Mermaid Comedy with Lige Conley, which will be seen at the Theatre

"Fast and Furious" is a comedy of the hero's chase after a band of bandits. The crooks board a train and to stop them Lige stops his flivver across the tracks and signals the engineer to stop. But the engineer apparently has a date for dinner for he doesn't slack speed and the engine crashes into the auto, smashing it to splinters, while Conley jumps just as the train strikes.

Many times similar scenes have been filmed by ingenious mechanical trick photography, but the smash in "Fast and Furious" is claimed to be genuine.

Ruth Hiatt, Otto Fries and "Moonlight" are also in the cast. The picture was directed by Norman Taurog.

YOUR ADVERTISING IS INCOMPLETE UNLESS IT MENTIONS THE SHORT SUBJECT ON YOUR BILL

No program is complete without its Short Subject and no advertising is one hundred per cent effective unless it advertises the Short Subject on your bill.

Just as you depend on Short Subjects to furnish their quota of amusement, so you can depend on them to furnish their quota of patronage when advertised.

The Short Subject is a recognized entertainment factor on your program. Wide-awake showmen are recognizing it as a real factor in building up attendance through advertising.

Your two-reel comedy is furnishing in the neighborhood of twenty-five per cent of the footage of your program. In reality, it is furnishing a great deal more in actual entertainment. To many of the patrons it is more than half of the show.

Knowing and recognizing this fact, what excuse is there for the exhibitor who neglects to advertise his Short Subjects? He is deliberately passing by a large percentage of his profits.

Newspaper advertising is for the purpose of selling your program to your patrons. Unless the Short Subject is advertised, you are depending on one picture to bring the public to your theatre. With the Short Subject advertised you are using two good sales arguments instead of one. The method is certain to be more productive of results.

Advertise your Short Subjects conscientiously and intelligently and they will reward you with increased patronage and profits. The cuts and mats illustrated below are made for newspaper advertising and can be secured at your exchange.



One Column by One Inch "Ad" Cut
For Electro Order No. 3389-E
For Mat (Free) Order No. 3389-M



Two Column by One and One Half Inch "Ad" Cut
For Electro Order No. 3390-E
For Mat (Free) Order No. 3390-M

For Three Column Cut on Page One Order
Electro 3391-E Mat (Free) 3391-M

ACCESSORIES

* * *

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets

Duo Tint 11 x 14 Lobby Cards
(Eight Cards to Set)

Black and White 8 x 10 Photos
(Ten Photos to set)

One Column Newspaper Publicity Cuts and Mats
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts and Mats

Two Column, One and One Half Inch, Newspaper "Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
(Mats Free)

And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES For Newspaper "Ads"

Lige Conley in a breath-taking, side-splitting Mermaid Comedy, "Fast and Furious."

* * *

Two reels of furious and fast comedy action. "Fast and Furious" a Mermaid Comedy with Lige Conley.

* * *

Lige Conley, Ruth Hiatt, Otto Fries and a corps of expert fun-makers in the latest Mermaid Comedy, "Fast and Furious."

* * *

Thrills, spills, chills, fast action, clever gags and side-splitting fun in "Fast and Furious," Lige Conley's latest Mermaid Comedy.

* * *

If you don't get a half-hour of hilarious laughter out of "Fast and Furious," you had better consult a specialist. It's the funniest comedy you ever saw.

REQUEST FOR RETURN OF COPYRIGHT DEPOSITS

Dated at Washington D C.

Oct 13, 1924

Register of Copyrights,
Library of Congress,
Washington, D. C.

Dear Sir:

The undersigned claimant of copyright in the work herein named,
deposited in the Copyright Office and duly registered for copyright pro-
tection, requests the return to him under the provisions of sections 59 and
60 of the Act of March 4, 1909, of one or both of the deposited copies of the

2 Prints Each entitled Fast & Furious- Sh
20648 20652 20651 20650 R-R
Dirty Hands- Cheer Up - Desert Blues. Rough & Ready

deposited in the Copyright Office on Oct 13/1924 and registered
under Class XXc., No. ©CIL 20648 ©CIL 20651

If this request can be granted you are asked and authorized to send
the said copy or copies to me at the following address:

_____ or

to _____

at _____

Signed W S Summers.

(Claimant of Copyright)

(Sept., 1922-500)

W S Summers

OCT 13 1924

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